

43,741 Citizens of New York Have a Secret

SEE THAT MAN COMING DOWN BROADWAY—that fine-looking man who walks with a quick, confident step? Take a good look at him as he passes.

You're right; he does look like somebody of importance—he is. I'll tell you the reason for that keen, alert expression, that appearance of live interest and mastery. He has made a discovery. He has gained possession of a secret that is making him a leader among the people of New York. He is one of the 43,741 men and women to whom the city looks for guidance in every business and social movement, upon whom it depends for every possible service and in every important crisis. They are gaining profit and distinction for themselves, and they are making this city a tremendous factor in the business and political supremacy of the Nation.

Yes, I'll tell you what it is: They have discovered the way to **see into the heart of the world.**

They have found out how to know the thoughts of men and understand their acts. They can see what the world is doing in every great city, and council chamber, on every highway, farm, and battle-field under the sun. They know what men and women of clear vision and good judgment are saying about the new social, educational, religious, political, and industrial problems and the changing business and economic conditions of to-day, as well as the serious national, international, and racial problems that are crowding on us for settlement.

They have found the magic "receiver" with which they can "listen in" on every live wire of news, and wherever opinions are expressed, or controversy rages hot. And so they possess themselves of the inside facts on all sides, and the rock-bottom truth of every vital subject, and it gives them freedom and authority.

But that isn't all. They have found the point of **connection with the sources of power**, and have joined themselves with the great forces that are remaking the affairs of this city and Nation and changing the destinies of all mankind.

You have seen how great nations have been swayed with passion, how men have spoken to the world like flaming prophets, how soldiers have hurled themselves into the fiery gulf of war, how women have endured privation, and toil, and deadly peril to minister with gentleness and healing to the world's sufferers. You have seen miracles of labor and of heroism, you have seen marvels in business and professional achievement, you have seen wonders in the individual mastery of men and of circumstances, and you have known that behind, and beneath, and above, and within all these things is **POWER**—the operation of invincible forces that conquer all hindrance and laugh at the impossible.

That man who just went by, with the firm stride of a master of men and of things, has found a way to touch that Power—to throw on the switch and let the eternal forces flow into his soul. He has learned the secret of opening his mind and his heart to the **KNOWING** and the **FEELING** of the great life and thought of the busy, throbbing world, as they come to him, full and true, at the end of each week, from thousands of cities and towns in every land, through his "master receiver," **THE LITERARY DIGEST.**

"Listen in" for a moment!

THE LITERARY DIGEST has asked 2,500 daily newspapers throughout the United States their opinion of the League of Nations. Their replies come to you over "The Digest" live wire. They bring you more than infor-

mation. "Running through the great mass of replies, you have the sensation of **touching something hot.**" You **KNOW** and you **FEEL** the mind and heart of America on this thrilling question of world welfare.

THE LITERARY DIGEST gathers from many eye-witnesses the lurid picture of the Russian Bolshevik "heaven on earth," where "maniacs stalk raving through the streets," and "human flesh is sold as food." You **KNOW** and you **FEEL** the ghastly facts, and love of America burns more fiercely as you vow protection for your homeland.

A wonder-story comes to you through **THE LITERARY DIGEST** of modern safety devices and methods in American factories which already are saving the lives of 13,000 American workers every year and causing a better understanding between employer and employee. Instantly, you feel a warmer glow of brotherhood and cooperation in our busy life together.

Listen again! **THE LITERARY DIGEST** is asking a searching question of 190,000 ministers and 42,000,000 church members of all denominations in the United States. "What is going to happen to a divided Church in the face of the present great crisis of need and opportunity? Is the Church immune to the lessons of the War?" **KNOWLEDGE** of the startling facts **THE DIGEST** is giving, rouses a new thrill of responsibility and purpose.

Now—catch some of these great business bulletins coming over **THE DIGEST** wire: A ten thousand mile new railway route from the busiest centers of the United States straight into the heart of South American markets! Unexpected tips on merchandising and profit-taking revealed by Government weather maps! How American furnaces can stop the waste of millions of tons of coal every year. Such **KNOWLEDGE** is money to those who have **THE DIGEST** "receiver" at their ears.

Hold the wire! You don't want to miss these stirring "Lessons in Patriotism" and stories of "Nations in Rebirth" coming over with every week's issue. Here is a story of the "Poles in the United States,"—really a complete condensed history of this great people and their ancient nation now being reborn into liberty. Here is the story of Greece; and now comes the tragic tale of Armenia escaping from the barbarous thralldom of the Ottoman Empire. "The Case of Schleswig" craving to be reunited with Denmark; the "Lithuanians in the United States;" and so on—little histories big with meaning, thrilling with interest to Americans who must live and work side by side with these peoples and help them on and up into a larger Americanism here, or a larger, freer national existence in their native lands.

No man or woman can be in close touch with all these big, live things of the world without growing bigger of mind and heart, and gaining a richer, more keenly sensitive life. And their reaction upon every business, social, and personal interest he may have is of the greatest benefit to him. It makes him quick to understand and appreciate real values, quick to see and use passing opportunities, strong in his influence upon his friends and fellow-workers, valuable as a citizen, successful in his individual affairs. How unfair it would be if such advantages were exclusive,—obtainable only by a few! How fortunate that any ambitious, purposeful man or woman may get possession of the same secret of personal power, and larger life. It is possible for **you** to have this "magic receiver," **THE LITERARY DIGEST**, in your own home, and to **KNOW** and **FEEL** the great heart of the world as its pulse-beats reach you through the crowded pages of **THE DIGEST** every Saturday night. Then, in a new and larger sense, you will share the exultation of Monte Cristo as he stood up and cried, "**THE WORLD IS MINE!**"



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